

# ARIZONA

OFFICIAL STATE VISITOR'S GUIDE

THE GRAND CANYON STATE

5

## UNFORGETTABLE ROAD TRIPS

### 2016 MEDIA KIT

2016 Visitor Marketing Brought to you by  
Arizona Office of Tourism and Madden Media

- » Arizona Official State Visitor's Guide
- » Arizona Official State Visitor's Map
- » Banner Advertising on VisitArizona.com
- » Official AOT Consumer eNewsletters

### CONTACT

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COMPLIMENTARY COPY



visitarizona.com



## 2016 ARIZONA OFFICIAL STATE VISITOR'S GUIDE



AOT's official inquiry fulfillment pieces are sent to travelers planning Arizona vacations and are also widely available upon arrival at visitor's centers across the State. The digital edition on VisitArizona.com offers you even more visibility.

The guide's award-winning magazine format addresses the needs of modern readers, who increasingly look to print for inspiration rather than reference material.



Readers reported the AZOSVG added activities to their experience and influenced them to stay longer as well as increased the money they spent while in Arizona.

Source: Temple University National Laboratory for Tourism & eCommerce, 2013

SIZE	GROSS
Premium Positions	\$21,995
Full page	\$18,900
2/3 page	\$13,900
Half page (horizontal)	\$10,400
1/3 page	\$7,090
1/6 page (vertical)*	\$4,775
SIZE	NET
Listing	\$425
Additional Listing	\$150

\*Limited availability.

15% discount off gross available to qualifying agencies. Add 15% for premium positions. 1 free listing with display ad purchase.

**DIGITAL READY ADS MATERIALS DUE:**  
10/9/2015

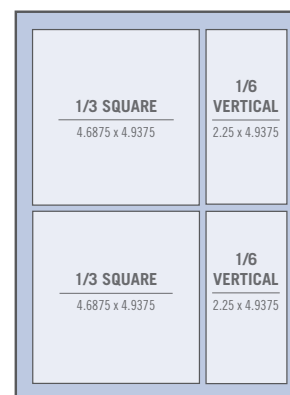
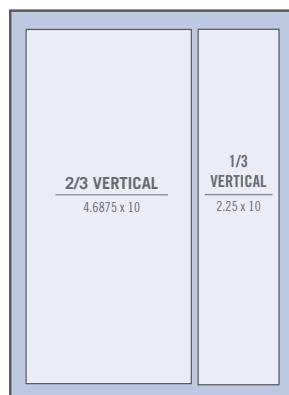
### CIRCULATION: 450,000

60% AZ Visitor Centers/CVBs, Tucson and Phoenix Airports

21% Direct mailings to consumers by request

14% Travel shows, direct mailing & international distribution

5% Events & sponsorships



## 2016 ARIZONA OFFICIAL STATE VISITOR'S MAP

The **constant companion of travelers** who request the map from AOT or pick it up at an Arizona visitor center or CVB.

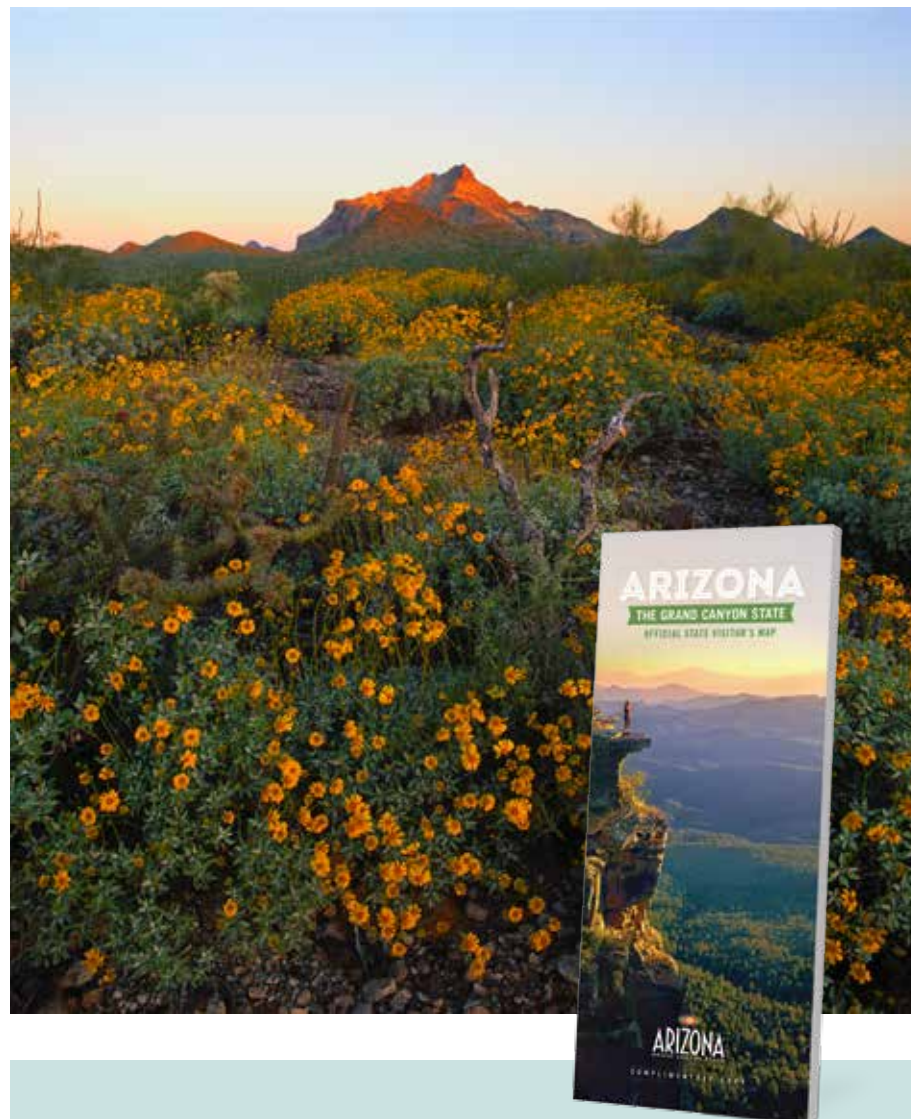
### CIRCULATION: 510,000

50% AZ Visitor Centers/CVBs

19% Direct mailings to consumers by request

29% Travel shows, direct mailing & international distribution

3% Events & sponsorships



SIZE	GROSS
Panel	\$14,975
1/2 Panel*	\$8,490
SIZE	NET
Listing**	\$635

\*Limited availability, interior only

\*\*Available for Travel Services only

**LISTING INCLUDES:** business name, city or region, toll-free number, local number, street address & web address

**LISTINGS MATERIALS DUE:** 9/11/2015

**AD MATERIALS DUE:** 9/30/2015

**DIGITAL READY ADS MATERIALS DUE:** 10/9/2015



LISTING



1/2 PANEL



FULL PANEL



2014 MAP INTERIOR



# ONLINE IMMEDIATE IMPACT

## ADVERTISING ON VISITARIZONA.COM

	GUARANTEED IMPRESSIONS			NET RATE	
	PER MONTH	TOTAL	TARGETABLE TO REGIONS/ NICHES	PER MONTH	TOTAL
Quarterly Static Banner Ad	33,333	100,000	50%	\$525	\$1,605
Quarterly Rich Media Banner Ad	33,333	100,000	50%	\$665	\$1,995
Annual Static Banner Ad	40,000	480,000	66%	\$525	\$6,300
Annual Rich Media Banner Ad	40,000	480,000	66%	\$665	\$7,980

**INCLUDES MONTHLY REPORTS.** Assets are due 4 weeks prior to posting date. All campaigns start on the 1st of the month.

AD SAMPLE



### OPTIONAL BANNER AD DESIGN

	NET RATES
Static Ads	\$200
Rich Media Ads	\$500

NOTE: Arizona Office of Tourism will have final approval on banner ads before posting.

## EMAIL NEWSLETTERS

**Monthly eNewsletter Rates:** sent to 295,000 travelers

	NET RATES PER MONTH	COST PER THOUSAND
Feature Sponsor	\$2,625	\$8.90
Travel Deals	\$525	\$1.78
Banner Ad	\$1,575	\$5.34

**Specialty eNewsletter Rates:**

	DECEMBER: GOLF (45,000 TRAVELERS)	JUNE: SUMMER SPECIALS (30,000 TRAVELERS)
Feature Sponsor	\$1,160	\$900
Travel Deals	\$160	\$105
Banner Ad	\$500	\$450

Ad close is approximately 4-6 weeks prior to email blast. Space is limited. Each email is sent around mid-month (Subject to change by AOT). NOTE: Arizona Office of Tourism will have final approval on banner ads before posting; banner ads click to client specific page on VisitArizona.com

BANNER AD

FEATURE SPONSOR

TRAVEL DEALS



01/09/15

## CONTACT

**madden media**  
connecting people to places

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FOR MATERIALS SPECIFICATIONS,  
PLEASE CONTACT YOUR ACCOUNT  
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